What is claimed is:

1. A magnetic recording medium comprising a magnetic layer comprising a ferromagnetic powder and a binder on one surface of a nonmagnetic support and a backcoat layer comprising a nonmagnetic powder and a binder on the other surface of the nonmagnetic support, wherein

said nonmagnetic powder is an acicular particle having a mean particle diameter ranging from 5 to 300 nm, and

said backcoat layer comprises water-soluble cations in a quantity equal to or less than 100 ppm and water-soluble anions in a quantity equal to or less than 150 nm.

2. The magnetic recording medium according to claim 1, wherein said water-soluble cation is at least one selected from the group consisting of Na^+, K^+, Ca^{2+}, Mg^{2+}, and NH_4^+.

3. The magnetic recording medium according to claim 1, wherein said water-soluble anion is at least one selected from the group consisting of F^-, Cl^-, NO_2^-, NO_3^-, SO_4^{2-}, and PO_4^{3-}.

4. The magnetic recording medium according to claim 1, wherein said acicular particle is an oxide.

5. The magnetic recording medium according to claim 1, wherein said backcoat layer comprises a fatty acid and/or a fatty acid ester and/or a fatty acid amide in a quantity of 5 weight percent or less, and said fatty

acid, fatty acid ester, and fatty acid amide respectively have carbon atoms ranging from 10 to 26.

6. The magnetic recording medium according to claim 1, wherein said backcoat layer has a thickness ranging from 0.1 to 0.7 μm.

7. The magnetic recording medium according to claim 1, wherein the density of protrusions having a height measured by an atomic force microscope of 50 to 100 nm is equal to or less than 1,000 per 90 μm$\times$90 μm area on the backcoat layer surface.

8. The magnetic recording medium according to claim 1, wherein said backcoat layer further comprises carbon black.

9. The magnetic recording medium according to claim 8, wherein said backcoat layer comprises the acicular particle and carbon black at a weight ratio (acicular particle:carbon black) of 60:40 to 90:10.

10. The magnetic recording medium according to claim 8, wherein said backcoat layer comprise the binder in a quantity ranging from 10 to 40 weight parts per 100 weight parts of a total weight of the acicular particle and carbon black.